

Mentzer Media Services
600 Fairmount Avenue
Ste 600
Towson MD 21286

Americans For Prosperity/ Issue
Submission Number 222 Issue 2



WNCN-TV
1205 Front St.
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Original

Client:	Americans For Prosperity/ Issue	Submission Cost:	10375	Campaign Ref:	E:120806019
Buyer:	..	Client/Product/Estimate:	. / 1832	Sales Rep:	HRP Washington, DC
Schedule Dates:	08/20/12 to 09/02/12	Weeks:	2	Order Ref:	06261555
Est./PO Number:	06261555	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Amer For Prosperity	Booking Group:	WNCN	Key Market:	Raleigh-Durham, NC
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
1	M-F 7p News ..WTF..	04	250	30 Comme	Nbr of Spots	3	3	750
2	M-F 730p Extra ..WTF..	04	200	30 Comme	Nbr of Spots	3	3	600
3	Thu 10p ET / 9p CT Rock Center ...T...	05	1200	30 Comme	Nbr of Spots	2	2	2400
4	Sat 7p NewsS.	01	175	30 Comme	Nbr of Spots	1	1	175
5	Sat 9p ET / 8p CT Prime SuspectS.	04	600	30 Comme	Nbr of Spots	2	2	1200
6	Sat 10p ET / 9p CT Law & Order SVUS.	04	250	30 Comme	Nbr of Spots	1	1	250
7	Sun 8a Today ShowS	02	350	30 Comme	Nbr of Spots	1	1	350
8	Sun 6p NewsS	02		30 Comme	Nbr of Spots	1	1	350
Weekly Totals: Total Spots(Ord Spots)					17	2	19	
Closed PR					2		2	

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Est./PO Number: 06261555	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/20	08/27	Total	Cost
9	M-F 7p News M.....	04	250	30 Comme	Nbr of Spots	1	1	250
10	M-F 730p Extra M.....	04	200	30 Comme	Nbr of Spots	1	1	200
11	Sun 8p ET / 7p CT Sun Night Football - PresessionS	07	1500	30 Comme	Nbr of Spots	2	2	3000
12	Sat 8p ET / 7p CT Americas Got Talent MTWTFSS Isolations: W/C 08/20S.	04	600	30 Comme	Nbr of Spots	2	2	1200
Weekly Totals: Total Spots(Ord Spots)					17	2	19	
Closed PR					2		2	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
5	Sat 9p ET / 8p CT Prime Suspect	:30 Commercial	08/20/12	Closed Pre Emption	1,200.00	No Makegood / Credit	00000000000	E:120806019

Grand Totals

Totals		Month 8 Weeks: 4		Month 9 Weeks: 5	
Spots	19	08/20	17	08/27	2
Cost	10375		9925		450

Grand Totals:

Spots:	19
Gross Total:	10,375.00
Commission:	1,556.25
Net Total:	8,818.75

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM STATION AUG24/12 13.41
 *** WNCN-TV ***
 REP HEADLINE# 6261555 TRF# E:120806
 \$\$\$ MOD# 0: APPROVED REV #1 \$\$\$

ADV #	ADV. NAME	ISS/AMER FOR PROSPERITY	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	MENTZER MEDIA SERVICES, INC.	BUYER NAME	ELISE CLOYD	
		600 FAIRMOUNT AVENUE, SUITE 306	SALES PRSN	WA- MICK NESCI (H)	
		TOWSON, MD 21286			
ORDER #	CONTRACT #	6261555	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	AMER FOR PROSPERITY	EST#1832	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	AUG22/12	AUG27/12	WK-1		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG24/12	13.41

REP: REVISED ORDER
 ZEROED LNS 5 & 9
 ADDED LNS 12 & 13
 TTL SAME
 PLS CFM
 THANKS, MIKE FOR MICK

STA:
 CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
 AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
 FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009

AMERICANS FOR PROSPERITY IDB #1021 TV INVOICES #9912736
 NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION
 STATION MAKEGOOD OFFERS:
 M1 OK'D BUY#5 MISSED:SAT/900P-1000P AUG25(2/WK) 30S \$600.00 (AUG10/12)
 OFFER:SAT/800P-900P AUG25(2/WK) 30S \$600.00 PLS ADVISE.
 CMT:SPOTS NA D/T PROGRAM CHGS; MGS BOOKED AMERICA'S GOT TALENT 8PM
 CMT:PLS ADVISE ASAP

M2 OK'D BUY#9 MISSED:SUN/815P-1130P AUG26(2/WK) 30S \$1,500.00 (AUG6/12)
 OFFER:SUN/800P-1100P AUG26(2/WK) 30S \$1,500.00 PLS ADVISE.
 CMT:NFL PRESEASON AIRS 8-11PM ON 8/26 - PLS REVISE TIME PERIOD

CONTRACT TOTAL 10375.00
 TOTAL SPOTS 19

FAX# 703-516-9680
CREDIT RISK !!
HARRIS REPORT FROM REP
AUG24/12 12.20
CHANGES
*** WNCN-TV ***

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PROGRAM : LAW AND ORDER
RA50+ : 2.0
CON COM1: LAW AND ORDER
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REP HEADLINE# 6261555 TRF# E:120806
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
12	A		800P-900P	30		\$600.00	8/25	8/25	2		SAT	2
PROGRAM : AMERICA'S GOT TALENT RA50+ : 2.0 ORD COM1: SPOTS NA D/T PROGRAM CHGS; MGS BOOKED AMERICA'S GOT TALENT 8PM ORD COM2: PLS ADVISE ASAP THIS IS A MAKE-GOOD FOR AUG25 ON LINE-5 FOR 2 SPOTS/WK												
9	S		815P-1130P	30		\$1,500.00	8/26	8/26	0		SUN	0
PROGRAM : SUN NIGHT FTBL RA50+ : 6.0 CON COM1: SUN NIGHT FTBL												
13	A		800P-1100P	30		\$1,500.00	8/26	8/26	2		SUN	2
PROGRAM : NFL PRESEASON RA50+ : 6.0 ORD COM1: NFL PRESEASON AIRS 8-11PM ON 8/26 - PLS REVISE TIME PERIOD THIS IS A MAKE-GOOD FOR AUG26 ON LINE-9 FOR 2 SPOTS/WK STATION MAKEGOOD OFFERS:												
M1	OK'D	BUY#5	MISSED: SAT/900P-1000P				AUG25 (2/WK)		30S	\$600.00	(AUG10/12)	
			OFFER: SAT/800P-900P				AUG25 (2/WK)		30S	\$600.00	PLS ADVISE.	
			CMT: SPOTS NA D/T PROGRAM CHGS; MGS BOOKED AMERICA'S GOT TALENT 8PM									
			CMT: PLS ADVISE ASAP									
M2	OK'D	BUY#9	MISSED: SUN/815P-1130P				AUG26 (2/WK)		30S	\$1,500.00	(AUG6/12)	
			OFFER: SUN/800P-1100P				AUG26 (2/WK)		30S	\$1,500.00	PLS ADVISE.	
			CMT: NFL PRESEASON AIRS 8-11PM ON 8/26 - PLS REVISE TIME PERIOD									
AUG/12			\$9,925.00	SEP/12		\$450.00						
CONTRACT TOTAL											10375.00	
TOTAL SPOTS											19	

MARKET TOTALS \$79,807 WNCN 13% WRAL 47% WTVD 33% WRAX 7% WRDC 0% WLFL 0% CABL 0%
 SHARES ESTIMATED
 SVC- NSI BOOKS- MAY/11
 DEMOS- RA50+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6261555
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM STATION AUG6/12 14.15
*** WNCN-TV ***

ADV #	ADV. NAME	ISS/AMER FOR PROSPERITY	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	MENTZER MEDIA SERVICES, INC.	BUYER NAME	ELISE CLOYD	
		600 FAIRMOUNT AVENUE, SUITE 306	SALES PRSN	WA- MICK NESCI (H)	
		TOWSON, MD 21286			
ORDER #	CONTRACT #	6261555	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	AMER FOR PROSPERITY	EST#1832	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	AUG22/12	AUG27/12	WK-1		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG6/12	14.15

REP: NEW ORDER
TTL \$10,375 @19X
PLEASE CONFIRM
THANKS SHOSHANA FOR MICK

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009
AMERICANS FOR PROSPERITY IDB #1021 TV INVOICES #9912736
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 10375.00
TOTAL SPOTS 19

REP HEADLINE# 6261555
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP

AUG2/12 15.12
*** WNCN-TV ***

ADV # ADV. NAME ISS/AMER FOR PROSPERITY REP. # OFF. # SALESMAN #
AGY # AGY. NAME MENTZER MEDIA SERVICES, INC. BUYER NAME ELISE CLOYD

600 FAIRMOUNT AVENUE, SUITE 306 SALES PRSN WA- MICK NESCI (H)
TOWSON, MD 21286

ORDER # CONTRACT # 6261555 CLASS: NATL. LOCAL REGIONAL

PRDCT AMER FOR PROSPERITY EST#1832 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG22/12 AUG27/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG2/12 15.12

REP: NEW ORDER
TTL \$10,375 @19X
PLEASE CONFIRM
THANKS SHOSHANA FOR MICK

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009
AMERICANS FOR PROSPERITY IDB #1021 TV INVOICES #9912736

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 1832

1			700P-730P	30		\$250.00	8/22	8/24	3		W-F	3
PROGRAM : NEWS 7P												
RA50+ : 3.0												
CON COM1: NEWS 7P												

MW
8/2

REP HEADLINE# 6261555
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG2/12 15.12
*** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			730P-800P PROGRAM : EXTRA RA50+ : 3.0 CON COM1: EXTRA	30		\$200.00	8/22	8/24	3		W-F	3
3			1000P-1100P PROGRAM : ROCK CENTER RA50+ : 4.0 CON COM1: ROCK CENTER	30		\$1,200.00	8/23	8/23	2		THU	2
4			700P-730P PROGRAM : NEWS RA50+ : 10.0 CON COM1: NEWS	30		\$175.00	8/25	8/25	1		SAT	1
5			900P-1000P PROGRAM : LAW AND ORDER RA50+ : 2.0 CON COM1: LAW AND ORDER	30		\$600.00	8/25	8/25	2		SAT	2
6			1000P-1100P PROGRAM : LAW AND ORDER RA50+ : 4.0 CON COM1: LAW AND ORDER	30		\$600.00	8/25	8/25	2		SAT	2
7			800A-900A PROGRAM : SUN TODAY RA50+ : 2.0 CON COM1: SUN TODAY	30		\$250.00	8/26	8/26	1		SUN	1
8			600P-630P PROGRAM : NEWS RA50+ : 6.0 CON COM1: NEWS	30		\$350.00	8/26	8/26	1		SUN	1
9			815P-1130P PROGRAM : SUN NIGHT FTBL RA50+ : 6.0 CON COM1: SUN NIGHT FTBL	30		\$1,500.00	8/26	8/26	2		SUN	2

Prime Suspect

Preseason

22

REP HEADLINE# 6261555
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG2/12 15.12
 *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
10			700P-730P	30		\$250.00	8/27	8/27	1		MON	1
PROGRAM : NEWS 7P												
RA50+ : 3.0												
CON COM1: NEWS 7P												
11			730P-800P	30		\$200.00	8/27	8/27	1		MON	1
PROGRAM : EXTRA												
RA50+ : 3.0												
CON COM1: EXTRA												
AUG/12			\$9,925.00	SEP/12		\$450.00						
CONTRACT TOTAL												10375.00
TOTAL SPOTS												19

MARKET TOTALS \$79,807 WNCN 13% WRAL 47% WTVB 33% WRAZ 7% WRDC 0% WLFL 0% CABL 0%
 SHARES ESTIMATED
 SVC- NSI BOOKS- MAY/11
 DEMOS- RA50+*

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Americans for Prosperity

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

1/17/2012 John Flynn 703-224-3200
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title